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## **A New PATH for Advertisement: The need for a better advertising solution**

The high cost of customer acquisition demands that marketers place a premium on retaining existing customers through innovative branding and personalization initiatives. While advertising remains important to the marketing mix, current advertising solutions fail to provide the desired results marketers seek. Customers tune out advertisements and interruptive advertising techniques generate hostility, creating potentially adverse results for the marketer.

Stickyjam proposes an innovative marketing solution that integrates Internet advertising with customer relationship management (CRM) systems to create productive exchanges between customers and marketers. Instead of receiving generic one-way marketing messages such as banner ads, this integrated solution creates one-to-one communication paths between customers and marketers. Content and customer preferences allow the marketer to deliver relevant messages when the customer is in the best frame of mind to take action.

These highly personalized advertisements will deploy over a network of content sites, portals, kiosk and business exchanges. StickyJam calls the technology Personalized Advertisement Transport Heaps or PATH's. While business-to-consumer (B2C) markets will benefit from PATH's, the business-to-business (B2B) markets represent an even greater opportunity, where the buy/sell cycle tends to be more complex and customer relationship management solutions are more widely used. PATH's provide a mechanism to establish point-of-access between multiple market exchanges, allowing B2B marketers to easily connect with all possible targeted customers.

*The mission of PATH is to change digital advertising into a welcomed and productive experience between customers, marketers and content providers.*

## What is PATH?

**Path:** *(A road, way, or track made for a particular purpose.)*

Strategies built around the customer will lead to new paths of business opportunities and the path between selling what a customer wants and selling multiple times is through cultivating customer loyalty.

**Personal:** *(Concerning a particular person and his or her private business, interests, or activities.)*

For the specific customer, directed to the customer as a person, and controlled by the customer. Customers want value, service and personal care. If you respect and treat them right, they will continue to do business with you.

**Advertisement:** *(Public announcement usually offering goods or services for sale.)*

The future of advertising is dictated by the future of marketing; and one-to-one marketing is the frontier for competitive advantage. Successful future advertising will create customer value by presenting personalized offers and extended services (customer care) one customer at a time. The goal is to build an ever-deepening relationship with the customer to meet a variety of the customer's needs as possible.

**Transport:** *(To carry from one place to another.)*

PATH's are transportable from one site to another, from one medium to another, and from one vendor to another, providing a continuous flow of information and relationship building. A "Transport" mechanism allows PATH's to be presented at the right time and place for customers to act on them.

**Heap:** *(A group of things placed or thrown, one on top of another.)*

The heap is the mechanism/service where customers can manage their vendor PATH's, rewards and create and launch customized content and services. The customer can create a personalized product requirements document and receive multiple responses from competing and collaborating solution providers. (The heap acts as a personal exchange for the customer.)